

Lady-Santa-Claus, we'll make your Christmas Gift Problems  
easy, but—

# NOW AS NEVER BEFORE

## Buy Practical, Purposeful Gifts

Men in all walks of life have denied themselves needed things to wear during the era of high prices from which we are just emerging. Can you imagine anything more pleasing to his practical nature than something for his depleted wardrobe?—Can you think of a more logical store for men's gifts?

Men who appreciate the distinctive, the unusual, and the finest at reasonable prices have been consistent patrons of this store. It is only logical then, that you, who are buying gifts for men should turn to this Store, which is now ready with the things he wants and needs. You'll be surprised to find how low the new reductions have brought prices on this fine merchandise.

### Is he particular about his Shirts and Ties?



Shirts are always welcome gifts—so are ties. Why not make your remembrance doubly welcome by combining the two. Here are beautiful shirts and ties in perfectly matching colors and patterns.

\$15 Silk Shirts .....	\$6.95
\$5 and \$6 Madras Shirts .....	\$3.25
\$4.00 Madras Shirts .....	\$1.95
\$3 Madras Shirts .....	\$1.59

### Neckwear at almost One- Half

\$1.50 and \$2 Ties, now .....	\$1.00
\$3.00 Ties, now .....	\$1.69
\$4.00 Ties, as low as .....	\$2.00
\$6.00 Ties, now .....	\$2.75

### Gloves—the gift of friend- ship

Since days of knights and ladies, gloves have held a particular intimacy that makes them exceptionally welcome as gifts.

\$5.00 qualities go at .....	\$4.00
\$4.00 qualities go at .....	\$3.20
\$3.50 qualities go at .....	\$2.80

### Perhaps he needs Under- wear

If the man in question is a member of the family, wouldn't it be splendid to show your thoughtfulness by giving him that. Few men have enough. —Make it a gift of Vassar.

\$8.00 Union Suits .....	\$1.95
\$4.00 Vassar Suits .....	\$3.15
\$6.00 Vassar Suits .....	\$4.75

### A gift as warm as your friendship—a Sweater

These are the firm heavy knit kind that men always choose.

\$10.00 qualities for .....	\$7.65
\$7.50 qualities for .....	\$5.65
\$5.00 qualities for .....	\$3.20



### Give him Socks

Beautiful silks in varied colors, \$2.00 values, packed three in a gift box, for \$2.95.

\$1.85 Phoenix Hose, now .....	\$1.35
\$1.30 Phoenix Hose, now .....	\$1.00

### Shoes—A practical and appreciated gift

No more lasting expression of "whole-soled" regard could you choose than a pair of our BOSTONIAN Shoes. Values up to \$16, for \$8.95.

### A Belt—He uses it every day

He becomes attached to a belt with an initial buckle of silver. From \$6 to \$8.00.



### Muffler to keep his collars clean

—and to afford him protection against the weather at a very vital spot. Beautiful knitted silks, cut silks and wool—All at Half Price:

\$3 values at .....	\$1.50
\$5 values at .....	\$2.50
\$6 values at .....	\$3.00



### Hats go at Half-Price to- morrow

Look under the band of the hat he now wears for the size, then buy him a better hat than he thinks he can afford. He has always wanted to own a Velour.

\$10 Stetsons and Dunlaps .....	\$5.00
\$12 Stetsons and Dunlaps .....	\$6.00
\$14 Velours, now .....	\$7.00
\$18 Velours, now .....	\$9.00

### Club together and give Dad a new Overcoat

—A splendid idea! He always says "Merry Xmas" although his presents have been bought with his own money, but ten chances to one he has been denying himself the coat he'd like to have. Why not a real present this year?—something practical, purposeful and needed—from the whole family?

**FINEST QUALITY**  
\$55.00 and \$60.00  
**OVERCOATS**  
**\$36**



## The store is resplendent with time- ly Gifts for the whole family

### Initial Handkerchiefs —a thoughtful remembrance

A display of which we are proud! Linen and silks, plain and fancy, and all marked very low.

35c, 75c, \$1.00
\$1.25 Silks, now 75c
\$2.50 Fancy French Handkerchiefs, now \$1.50



### "Comfy" Slippers from Dan'l Green & Co.

Soft felt, padded or leather soles in many different colors—

For men: Blue or Oxford gray. Extreme values at \$1.65, \$3, \$3.50. For women: Old Rose, Taupe or Oxford gray. Very special at \$2.50.

For children: Vermilion, red, blue and fancy; high or low. \$1.50, \$1.75, \$2.00.



### What Could Be Finer For Her Than a Pair of Laird & Schober Shoes?

She'll appreciate your judgment and good taste. She'll have a pair of shoes truly worthy of her. She may exchange them at any time.

### Slipper Ornaments—A Pretty Present

The growing popularity of steel beads makes this gift very welcome. \$1.50 and \$2.50.

### Ladies' Hose in a Great and Timely Sale.



\$4.50, \$5 and \$6 Van Raalte and Kayser Fancy Hose go at .....	\$2.95
\$3 Oxya, full fashioned, Pure Silk, four colors, at .....	\$1.69
\$1.75 pure dye full fashioned boot silk .....	98c

All Fancy Wool Sport Hose Reduced One-Third

## To enhance his home hours with greater comfort and happiness

### Lounging Robes, Smoking Jackets, Comfy Slippers

### A Woman Who Knows, Said—

"Ashes on the rugs keep the moths out and the man in—"

And we're sure that this same woman would make him still more comfortable by giving him one of these fine smoking jackets or house robes for Christmas.

\$20.00 Values go at .....	\$13.95
\$16.50 Values go at .....	\$11.55
\$13.50 Values go at .....	\$ 9.45
\$10.00 Values go at .....	\$ 6.95
\$ 5.00 Values go at .....	\$ 3.45



### Luggage

Most suitable for gifts; prices are here reduced 20 per cent.

# NEUSTADT'S

Second Street at Main

Davenport, Iowa

### Hunting Coats

25 per cent off — Heavy driving gloves  
20 per cent discount

ALL THE NEWS ALL THE TIME--THE ARGUS